WUTV/WNYO Political File Checklist

Canidate: 1	Canidate: House Majority Office: Ulatesformt Flight Dates: 10/30-11/5/12 Copy of Sales Order	Rep: Soud Ch. 1 1005 Todays Date: 11/18/12 Contract # 13/12/25
	Copy of NAB Form Copy of Check	

Complete packets are to go to Jon May who will put them in each stations public file.

These records contain:

- The issue to which the ad refers
- Whether the request was accepted or rejected by the station
- The rate charged for the time 4 6 6
- The dates and times on which the ads aired (if applicable)
 - The class of time that was purchased (if applicable)
- The name of the entity purchasing/requesting the time including name,

Ver# 5

Status Revised

Traffic Order# 1362759

Printed: Last Received:

11/26/2012 11:20 AM 11/26/2012 10:32 AM

Salesperson (

1 of 2

Showing Buylines: All Lines

Station WNYO-TV BUFFALO NY

Advertiser) POLITICAL ISSUE GROU Product HOUSE MAJORITY PAC

Estimate# 1547

Fax#

Buyer

Shira Levy Phone#

Agency) WATERFRONT STRATEGIES

3050 K ST NW, #100 WASHINGTON, DC 20007

Agency C/P1/P2/E 79/86/1547 10/30/2012 - 11/05/2012

Flight Dates Hiatus Weeks Rep Firm Sales Office (

) WASHINGTON) BRAD PHILIPPS

Salesperson Phone# Salesperson FAX#

202-955-5342 202-955-5348



--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REMOVED 1X FROM LNS 2,4,6 REVISED TOTAL 475 PLEASE CNFM, THANKS

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	LT	Daypart
1	TU-F,M	11A-12P	DIVORCE COURT	:30	\$25.00	10/30-11/05	1	1	1	\$25.00		
*2	SA	5P-6P Sales Rem V5 Commer	HOW I MET YOUR MOTHER WKND mark: V5 REMOVED 1X nt Changed, Spots/week Changed	:30	\$150.00	11/03-11/03	0	0	0	\$0.00		
3	TU	9P-10P	HOUSE	:30	\$100.00	10/30-10/30	1	1	1	\$100.00		
*4	TH	8P-9P Sales Ren V5 Commer	WHITE COLLAR mark: V5 REMOVED 1X nt Changed, Spots/week Changed	:30	\$100.00	11/01-11/01	0	0	0	\$0.00		
5 ·	F	8P-9P	MONK	:30	\$100.00	11/02-11/02	1	1	1	\$100.00		
*6	TU-F,M	Sales Rem	P 2 ON-SIDE @ 10P mark: V5 REMOVED 1X nt Changed, Spots/week Changed	:30	\$250.00	10/30-11/05	1	1	1	\$250.00		

 Rep Order#
 9803891
 Ver#
 5
 Status
 Revised
 Traffic Order# 1362759
 Printed:
 11/26/2012 11:20 AM
 2 of
 2

 EC'd
 Yes
 Last Received:
 11/26/2012 10:32 AM

Showing Buylines: All Lines

StationWNYO-TV BUFFALO NYAgency() WATERFRONT STRATEGIESAdvertiser() POLITICAL ISSUE GROU3050 K ST NW, #100

HOUSE MAJORITY PAC WASHINGTON, DC 20007

Estimate# 1547 Agency C/P1/P2/E 79/86/1547
Buyer Shira Levy Flight Dates 10/30/2012 - 11/05/2012

Phone# Hiatus Weeks

Fax#

Rep Firm

Sales Office () WASHINGTON Salesperson () BRAD PHILIPPS

 Salesperson Phone#
 202-955-5342

 Salesperson FAX#
 202-955-5348

---SALES MONTHLY TOTALS---

Report Totals: 4 / \$475.00

Nov 12: 4 / \$475.00 Sales Totals: 4 / \$475.00 Station Totals: 4 / \$475.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Product

Market Totals \$23,750 CABL 0% UNKN 0% WGRZ 34% WIVB 33% WKBW 19%

WNLO 6% WNYO 2% WUTV 6%

Books null Demos RA35+

.

Rep Order# 9803891 EC'd Yes

Ver# 4

Status Returned

Traffic Order# 1362759

Printed: Last Received: 11/15/2012 9:51 AM

08/27/2012 12:30 PM

Showing Buylines: All Lines

Station WNYO-TV BUFFALO NY

Advertiser) POLITICAL ISSUE GROU

Product HOUSE MAJORITY PAC

Estimate# 1547 Buyer Shira Levy

Phone#

Fax#

Agency) WATERFRONT STRATEGIES

> 3050 K ST NW, #100 WASHINGTON, DC 20007

Agency C/P1/P2/E 79/86/1547

Flight Dates

10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

) WASHINGTON

1 of 2

Sales Office (Salesperson () BRAD PHILIPPS

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348

--- CONTRACT COMMENT ---

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--- REMARKS ---

REVISE LNS 2,4, AND 6

THANKS

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	LT	Daypart
1	TU-F,M	11A-12P	DIVORCE COURT	:30	\$25.00	10/30-11/05	1	1	1	\$25.00		
*2	SA	5P-6P Station F	HOW I MET YOUR MOTHER WKND Remark: V4 1X MSD 11/3	:30	\$150.00	11/03-11/03	1	1	1	\$150.00		
3	TU	9P-10P	HOUSE	:30	\$100.00	10/30-10/30	1	1	1	\$100.00		
*4	TH	8P-9P Station F	WHITE COLLAR Remark: V4 1X MSD 11/1	:30	\$100.00	11/01-11/01	1	1	1	\$100.00		
5	F	8P-9P	MONK	:30	\$100.00	11/02-11/02	1	1	1	\$100.00		
*6	TU-F,M	10P-1030F Station R	P 2 ON-SIDE @ 10P Remark: V4 1X MSD	:30	\$250.00	10/30-11/05	2	1	2	\$500.00		

--- REPORT TOTALS---

Report Totals: 7 / \$975.00

 Rep Order#
 9803891
 Ver#
 4
 Status
 Returned
 Traffic Order# 1362759
 Printed:
 11/15/2012 9:51 AM
 2 of
 2

 EC'd
 Yes
 Last Received:
 08/27/2012 12:30 PM

Showing Buylines: All Lines

) WASHINGTON

) BRAD PHILIPPS

Station WNYO-TV BUFFALO NY Agency) WATERFRONT STRATEGIES Rep Firm Advertiser) POLITICAL ISSUE GROU 3050 K ST NW, #100 Sales Office (**Product** HOUSE MAJORITY PAC WASHINGTON, DC 20007 Salesperson (Estimate# 1547 Agency C/P1/P2/E 79/86/1547

 Buyer
 Shira Levy
 Flight Dates
 10/30/2012 - 11/05/2012
 Salesperson Phone#
 202-955-5342

 Phone#
 Hiatus Weeks
 Salesperson FAX#
 202-955-5348

Fax#
Nov 12: 7 / \$975.00

Lines not sent/rcld/rtrn: 0 / \$0.00
---COMPETITIVE---

Market Totals \$48,750 CABL 0왕 UNKN 0용 34% WGRZ WIVB 33% WKBW 19% WNLO 68 OYNW 2ક WUTV 6왕

Books null
Demos RA35+

Sales Totals: 7 / \$975.00 Station Totals: 7 / \$975.00 Rep Order# 9803891 EC'd Yes

Ver# 3 Status Revised

Traffic Order# 1362759

Printed: Last Received: 08/27/2012 1:19 PM

08/27/2012 12:30 PM

Showing Buylines: All Lines

WNYO-TV BUFFALO NY Station

Advertiser) POLITICAL ISSUE GROU

Product HOUSE MAJORITY PAC Estimate# 1547

Buyer Shira Levy

Phone# Fax#

Agency) WATERFRONT STRATEGIES

3050 K ST NW, #100

WASHINGTON, DC 20007 Agency C/P1/P2/E 79/86/1547

Flight Dates 10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office (Salesperson (

) WASHINGTON) BRAD PHILIPPS

Salesperson Phone# Salesperson FAX#

202-955-5342 202-955-5348



1 of 2

--- CONTRACT COMMENT ---

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--- REMARKS ---

REVISED LNS 3,4 PLEASE CNFM, THANKS

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	LT	Daypart
1	TU-F,M	11A-12P	DIVORCE COURT	:30	\$25.00	10/30-11/05	J. Mest	 لا	1	\$25.00		
2	SA	5P-6P	HOW I MET YOUR MOTHER WKND	:30	\$150.00	11/03-11/03		1	1	\$150.00		
*3	TU	9P-10P Sales Rem V3 Progra	HOUSE mark: V3 REVISED PGM am Name Change, Comment Changed	:30	\$100.00	10/30-10/30	ly most	1	1	\$100.00		
* 4	TH	8P-9P Sales Rem V3 Progra	WHITE COLLAR mark: V3 REVISED PGM am Name Change, Comment Changed	:30	\$100.00	11/01-11/01	1)+	1	1	\$100.00		
5	F	8P-9P	MONK	:30	\$100.00	11/02-11/02	(1) Y	1	1	\$100.00		
6	TU-F,M	10P-1030F	2 ON-SIDE @ 10P	:30	\$250.00	10/30-11/05	2) 57 DOW	1	2	\$500.00		

---REPORT TOTALS---

Report Totals: 7 / \$975.00

Rep Order# 9803891 Ver# 3 Status Revised Traffic Order# 1362759 Printed: 08/27/2012 1:19 PM 2 of 2 EC'd Yes Last Received:

08/27/2012 12:30 PM

Showing Buylines: All Lines

Station WNYO-TV BUFFALO NY

Advertiser () POLITICAL ISSUE GROU Product HOUSE MAJORITY PAC

Estimate# 1547

Buyer Phone# Fax#

Shira Levy

Agency) WATERFRONT STRATEGIES

3050 K ST NW, #100 WASHINGTON, DC 20007

Agency C/P1/P2/E 79/86/1547 Flight Dates 10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm Sales Office) WASHINGTON Salesperson () BRAD PHILIPPS

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348

---SALES MONTHLY TOTALS---

Nov 12: 7 / \$975.00 Sales Totals: 7 / \$975.00 Station Totals: 7 / \$975.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$48,750 CABL 0 응 UNKN 0% 34% WIVB WGRZ 33% WKBW 19%

WNLO 68 WNYO 2% WUTV 6%

Books null RA35+ Demos

Rep Order# 9803891

Ver# 2

Status Returned

Traffic Order# 1362759

Printed:

08/27/2012 11:40 AM

Last Received: 08/24/2012 2:12 PM

Showing Buylines: All Lines

Station WNYO-TV BUFFALO NY

Advertiser () POLITICAL ISSUE GROU

Product HOUSE MAJORITY PAC Estimate# 1547

Buyer Shira Levy

Phone# Fax#

EC'd Yes

Agency () WATERFRONT STRATEGIES

3050 K ST NW, #100

WASHINGTON, DC 20007 /**P1/P2/E** 79/86/1547

Agency C/P1/P2/E Flight Dates

10/30/2012 - 11/05/2012

Hiatus Weeks

Rep Firm

Sales Office (Salesperson () WASHINGTON) BRAD PHILIPPS

Salesperson Phone# Salesperson FAX#

202-955-5342 202-955-5348 1 of 2

--- CONTRACT COMMENT ---

--- REMARKS ---

REVISE LNS 3 AND 4 THANKS

Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	LT	Daypart
1	TU-F,M	11A-12P	DIVORCE COURT	:30	\$25.00	10/30-11/05	1	1	1	\$25.00		
2	SA	5P-6P	HOW I MET YOUR MOTHER WKND	:30	\$150.00	11/03-11/03	1	1	1	\$150.00		
*3	TU	9P-10P Station	COLD CASE Remark: V2 9-10P IS HOUSE REVISE PGM	:30	\$100.00	10/30-10/30	1	1	1	\$100.00		
*4	ТН	8P-9P Station	WITHOUT A TRACE Remark: V2 8-9P IS WHITE COLLAR REVISE PGM	:30	\$100.00	11/01-11/01	1	1	1	\$100.00		
5	F	8P-9P	MONK	:30	\$100.00	11/02-11/02	1	1	1	\$100.00		
6	TU-F,M	10P-1030	P 2 0N-SIDE @ 10P	:30	\$250.00	10/30-11/05	2	1	2	\$500.00		

--- REPORT TOTALS---

Report Totals: 7 / \$975.00

Rep Order# 9803891 EC'd Yes

Ver#

Status New

Traffic Order# [36275]

Printed: Last Received:

Showing Buylines: All Lines

08/24/2012 2:11 PM 08/24/2012 12:42 PM 1 of

Station WNYO-TV BUFFALO NY

) POLITICAL ISSUE GROU Advertiser Product HOUSE MAJORITY PAC

1547

Shira Levy

Phone# Fax#

Buyer

Estimate#

Agency

) WATERFRONT STRATEGIES

3050 K ST NW, #100 WASHINGTON, DC 20007

Agency C/P1/P2/E 79/86/1547 Flight Dates

10/30/2012 - 11/05/2012 Hiatus Weeks

Rep Firm

Sales Office (Salesperson (

) WASHINGTON) BRAD PHILIPPS

Salesperson Phone# 202-955-5342 Salesperson FAX# 202-955-5348



--- CONTRACT COMMENT ---

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Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	LT	Daypart
1	 TU-F,M	 11A-12P	DIVORCE COURT	:30	\$25.00	10/30-11/05		1	1	\$25.00		
2	SA	5P-6P	HOW I MET YOUR MOTHER WKND	:30	\$150.00	11/03-11/03	1	1	1	\$150.00		
3	TU	9P-10P	COLD CASE (\\material \material \mat	:30	\$100.00	10/30-10/30	1	1	1	\$100.00		
4	тн	8P-9P	WITHOUT A TRACE	:30	\$100.00	11/01-11/01	1	1	1	\$100.00		
5	F	8P-9P	MONK	:30	\$100.00	11/02-11/02	₁	1	1	\$100.00		
6	TU-F,M	10P-1030	P 2 ON-SIDE @ 10P	:30	\$250.00	10/30-11/05	₂	1	2	\$500.00		

---REPORT TOTALS---

Report Totals: 7 / \$975.00

---SALES MONTHLY TOTALS---

Nov 12: 7 / \$975.00

Sales Totals: 7 / \$975.00 Station Totals: 7 / \$975.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals

\$48,750

CABL

UNKN 0%

WGRZ 34% WIVB 33%

WKBW 19%

Rep Order# Traffic Order# 9803891 Ver# 1 Status New Printed: 08/24/2012 2:11 PM EC'd Yes Last Received: 08/24/2012 12:42 PM

Agency

Showing Buylines: All Lines Station WNYO-TV BUFFALO NY) WATERFRONT STRATEGIES

Advertiser () POLITICAL ISSUE GROU 3050 K ST NW, #100 Sales Office () WASHINGTON Product HOUSE MAJORITY PAC WASHINGTON, DC 20007 Salesperson () BRAD PHILIPPS

2 of

Rep Firm

2

Estimate# 1547 Agency C/P1/P2/E 79/86/1547 Shira Levy Buyer Flight Dates 10/30/2012 - 11/05/2012 Salesperson Phone# 202-955-5342

Phone# Hiatus Weeks Salesperson FAX# 202-955-5348 Fax#

MNLO 6% WNYO 2 원 VTUW

Books null

Demos

RA35+



699 Hertel Ave, Suite 100

Waterfront Strategies 1010 Wisconsin Ave Washington, DC 20007

WNYO Buffalo Buffalo, NY 14207 Advertiser Agency Product Brand Salesperson Sales Office **Buyer Name** Phone/Fax CPE **Account Types** Billing Type

Contract # 1362759 **Schedule Dates**

10/30/12-11/03/12

House Majority Political Action Committee (57001) Entered By Waterfront Strategies (7591) CO-OP

POLITICAL ISSUE (ns) (1187) Headline # Demo HOUSE MAJORITY PAC (382211)

Millennium/DC, Washington DC (1108) Millennium Washington DC

Levy,Shira

79/86/1547 National/Political Issue Agency BRD

Weekly/Irregular HOUSE MAJORITY PAC BRAD PHILIPPS Comments

Date Entered 08/27/12

Patrick Mannella

ECR09803891

A35+ Normal

Order Type Package Deal

Last Modified

Commission % 15.00 Commission \$116.25 **Net Total** \$658.75

Sales Tax

By Broadcast Month **Spots** <u>Rate</u> Nov. 2012 \$775.00 Grand Total: \$775.00

Buffalo (WNYO)

INCOMPLETE CONTRACT

Due to: Pending line Approvals (Contract is shown with Pending Workflow Approvals applied)

Est 1.0 Junapproved (NewL) on credit hold / SPOT SPOT SPOT SPOT SPOT SPOT SPOT SPOT	Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Мо	Tu	ı V	Ve -	Th I	r Sa	Sı	u	Spots	Rate	Total	Station	Comments	Entered
SPOT	Est 1.0	Unapproved (NewL) on credit hold / SPOT	10/30/12-11/02/12	1	:30		1		-		_				T	1				· · · · · · · · · · · · · · · · · · ·	
Prime 10.00 S100.00 SURIAIO (WNYO) MONK 8/27/12 Est 4.0 Unapproved (NewL) on credit hold / 10/30/12-11/02/12 1 :30 10P- News-2 On Your Side 2 X X X X 2 \$250.00 \$500.00 S00.00 S00.00	Est 2.0	Unapproved (NewL) on credit hold / SPOT	11/03/12-11/03/12	1	:30	5P- 6P (EST)	_						1		1	1	\$150.00	\$150.00	Buffalo (WNYO)	MOTHER	8/27/12
News At 10			11/02/12-11/02/12	1	:30	7:58P- MYN-Monk (Friday)				1		:	1		Ť	1	\$100.00	\$100.00	Buffalo (WNYO)	MONK	8/27/12
			10/30/12-11/02/12	i			2		X	;	× :	× >	<	!		2	\$250.00	\$500.00	Buffalo (WNYO)	NEWS	8/27/12
														!	ŀ						
CONFIRMATION CONTRACT		· · · · · · · · · · · · · · · · · · ·			-	001			~	-17				1	_					<u> </u>	

				1 1 1			1
		CONFIRMATION	ON.	TRACT			
ccepted-Agency/Advertiser:	Date:	Accepted-Station:	\setminus	Date: 5/27/12	Comments:		
		 	\sim				